CONTRACT

WXII
700 Coliseum Drive
Winston-Salem, NC 27106
(336)721-9944

www.wxii12.com

And:

Smart Media Group LLC (VA)
814 King St
Ste 400
Alexandria, VA 22314

Contract / Revision	Alt Order #
928940 /	07887302

Product
MCCRORY/G/R

Contract Dates	Estimate #
08/06/12 - 08/12/12	806812

Advertiser	Original Date / Revision
McCrory/R/Governor	06/28/12 / 08/02/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WXII	Fran Berg	Eagle-Washingt

Special Handling

Demographic
Adults 35+

IDB#	Advertiser Code	Product Code
1046		

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WXII	08/06/12	08/10/12	Live with Regis & Kelly	9-10AM		1:00			NM	3	$1,500.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	M-W-F--	3	$500.00							
N 2	WXII	08/06/12	08/10/12	Olympic Daytime M-F	10A-5P		1:00			NM	6	$3,600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	MTWTF--	6	$600.00							
N 3	WXII	08/11/12	08/11/12	WXII 12 Sa/Su News at 6am 6-8am			1:00			NM	1	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-----S-	1	$600.00							
N 4	WXII	08/12/12	08/12/12	NBC Sunday Today	8-9am		1:00			NM	1	$1,200.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	------S	1	$1,200.00							
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	*WXII*	*08/06/12-08/12/12*	*NBC Sunday Today*	*8-9am*	---------Su	*1:00*		*~~$1,200.00~~*	*NM*		
	See MG 4.5											
	5	WXII	08/06/12-08/12/12	M-F WXII 12 News @ 5 pm	5-6pm	MTuwThF----	1:00		$1,200.00	NM		
	®	MG for 4.1 08/12										
N 5	WXII	08/06/12	08/08/12	M-F WXII 12 News @ 6 pm	6-630pm		1:00			NM	2	$4,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	M-W----	2	$2,000.00							
N 6	WXII	08/11/12	08/11/12	Sa WXII 12 News @ 6 pm	6-630pm;		1:00			NM	1	$800.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-----S-	1	$800.00							
N 7	WXII	08/10/12	08/10/12	Mo-Sat/ Sun Prime Olympics 8P-12XM			1:00			NM	1	$8,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	----F--	1	$8,000.00							
N 8	WXII	08/11/12	08/11/12	Sa WXII 12 News @ 6 pm	6-630pm;		:30			NM	1	$400.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	08/06/12	08/12/12	-----S-	1	$400.00							
N 9	WXII	08/11/12	08/11/12	WXII 12 Sa/Su News at 6am 6-8am			:30			NM	2	$600.00
	Start Date	End Date	Weekdays	Spots/Week	Rate							

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Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity

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08/06/12 - 08/12/12	MCCRORY/G/R	806812

Advertiser	Original Date / Revision
McCrory/R/Governor	06/28/12 / 08/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -----S-	Spots/Week 2	Rate $300.00						
N 10	WXII	08/12/12	08/12/12	NBC Sunday Today	8-9am		:30			NM	1	$600.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays ------S	Spots/Week 1	Rate $600.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	WXII	08/06/12-08/12/12	NBC Sunday Today	8-9am	---------Su	:30		~~$600.00~~	NM		
	See MG 10.2											
	*** offer sat today 7-8a on 8/11 code is today olympics ***											
	2	WXII	08/11/12-08/11/12	7a-9a Today Show	7A-8A	-------Sa--	:30		$600.00	NM		
	⊛ MG for 10.1 08/12											
D 11	WXII	08/12/12	08/12/12	WXII 12 Sa/Su News at 6am	6-8am		:30			NM	0	$0.00
N 12	WXII	08/06/12	08/09/12	M-F WXII 12 News @ 6 pm	6-630pm		:30			NM	4	$4,000.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays MTWT---	Spots/Week 4	Rate $1,000.00						
N 13	WXII	08/11/12	08/11/12	NBC Saturday Today	8-10am		:30			NM	1	$600.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -----S-	Spots/Week 1	Rate $600.00						
	Spot	Ch	Date Range	Description	Start/End Time	Weekdays	Length		Rate	Type		
	1	WXII	08/06/12-08/12/12	NBC Saturday Today	8-10am	-------Sa--	:30		~~$600.00~~	NM		
	See MG 13.2											
	*** offer sat today 7-8a inv code is today olympics											
	2	WXII	08/11/12-08/11/12	7a-9a Today Show	7a-8a	-------Sa--	:30		$600.00	NM		
	⊛ MG for 13.1 08/11											
N 14	WXII	08/06/12	08/10/12	M-F WXII 12 News @ 5 pm	5-6pm		:30			NM	4	$2,400.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays M-WTF--	Spots/Week 4	Rate $600.00						
N 15	WXII	08/06/12	08/10/12	Olympic Daytime M-F	10A-5P		:30			NM	14	$4,200.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays MTWTF--	Spots/Week 14	Rate $300.00						
N 16	WXII	08/06/12	08/10/12	ET 7:00pm (Pre-Olym Zone)	7-730P		:30			NM	4	$3,200.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays M-WTF--	Spots/Week 4	Rate $800.00						
N 17	WXII	08/07/12	08/09/12	M-Sun Nightly News	630p-7p		:30			NM	3	$3,900.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -TWT---	Spots/Week 3	Rate $1,300.00						
N 18	WXII	08/06/12	08/11/12	WXII M-S Late News	12A-1230A		:30			NM	5	$3,000.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays M-WTFS-	Spots/Week 5	Rate $600.00						
N 19	WXII	08/06/12	08/10/12	7a-9a Today Show	7a-9a		:30			NM	5	$6,000.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays MTWTF--	Spots/Week 5	Rate $1,200.00						
N 20	WXII	08/06/12	08/10/12	Mo-Sat/ Sun Prime Olympics	Mo-Sat/ Sun Prime		:30			NM	5	$16,000.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays MTWTF--	Spots/Week 5	Rate $3,200.00						
N 21	WXII	08/07/12	08/09/12	Olympic Daytime M-F	Olympic Daytime M		1:00			NM	2	$1,400.00
Week:		Start Date 08/06/12	End Date 08/12/12	Weekdays -T-T---	Spots/Week 2	Rate $700.00						
N 22	WXII	08/11/12	08/12/12	OLYMPIC WEEKEND DAYTI	10A-5P		:30			NM	6	$5,400.00

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	-----SS	6	$900.00						
N 23	WXII	08/11/12	08/12/12	OLYMPIC WEEKEND DAYTI	10A-5P		1:00			NM	3	$5,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	-----SS	3	$1,800.00						
N 24	WXII	08/12/12	08/12/12	Close Ceremony	Close Ceremony		:30			NM	2	$7,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		08/06/12	08/12/12	------S	2	$3,500.00						
									Totals		77	$83,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 -08/12/12	77	$83,800.00	$71,230.00
Totals	77	$83,800.00	$71,230.00

Signature: _____ **Date:** _____

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